

THE VALUE OF INFORMATION PROVISION OF THE ACTIVITIES OF TOURIST ENTERPRISES IN THE CONDITIONS OF MODERN CHALLENGES

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The article highlights the basics and practical tools for the use of information provision in the tourism business in the conditions of modern challenges. The purpose of the study is to analyse the current state of information provision for the activities of tourist enterprises and to identify promising key directions for its development. The current state of the enterprise in Ukraine under martial law conditions is analyzed. The key areas of implementation of the state policy in the field of information provision of tourist activity and the tools of state support for the activities of enterprises in the conditions of modern challenges have been identified. The methodological basis of the research is general theoretical and specific methods, in particular, the method of logical generalization (logico-dialectical), the method of scientific abstraction, and the grapho-analytical method. Currently, there is an objective need to continue scientific developments in the field of information provision for the tourism industry and to create new scientific approaches and practical models for the formation of state policy of the tourism development.

Keywords: entrepreneurship, tourism business, information provision, tools of state support and assistance, Business Activity Index, post-war recovery.

JEL Classification: Z32

Formulation of the problem. Currently, in the conditions of war, the development of the economy of our country in general, and the tourism sector in particular, requires and actualizes the issue of information provision. An important component of ensuring the effective operation of tourist enterprises is a satisfactory state of information provision. A competitive information base is one of the main prerequisites for the development of tourist enterprises, since information is the most important element of the system of management and promotion of services on the market [1]. In modern conditions, the role of information provision as an important tool in increasing the efficiency of tourism enterprises is growing significantly. The specific features of the creation and implementation of tourist services (a large number of participants and their significant geographical disunity, an extensive system of relations between the entities of the tourist market, territorial differentiation of the tourist product, the remoteness of the place of implementation of tourist services from the place of their consumption) determine the need to increase the level of information provision [4].

Against the background of intensifying competition on the international tourist market, the global trend towards strengthening the role of states in ensuring the development of tourism, the domestic national tourist product is becoming less and less attractive and competitive [5]. In order to restore Ukraine's position in the post-war international market of tourist services, tourism enterprises

must find new ways to advertise and sell their products and services. One of them is the creation of a system of rational relationships to solve certain planning tasks. Their correct integration will allow to ensure synergistic relations and strengthen each other's actions [4]. An important aspect of their activity is the information provision of the tourism industry; thanks to which there is an opportunity to significantly improve the quality of the offered services. Because of that, the relevance of the research in the direction of increasing the level of information provision in the tourism sphere is beyond doubt and meets today's requirements.

Analysis of the recent research and publications. The question of information analysis and its transformation into a priority factor of modern industrial relations, the essence of information provision and directions of their application in the activities of tourist enterprises became the subject of research in the works of such scientists as J. Wellington, N. Wiener, N. Harnham, M. Hellgren, J. Hodgson, S. Ilyashenko, L. Melnyk and others. Z. Parvaneh, Th. Arentze, H. Timmermans, E. Michopouloua, D. Buhalis, Yu. Makovey, S. Melnychenko, O. Zaitseva, K. Samoilenko, T. Nezveshchuk-Kogut, O. Ivanova, and others. However, the conducted studies partially reveal the impact of information provision on the development of tourism business.

The analysis of the latest publications and research on this issue indicates the presence of problems, which is confirmed by the insufficient level of use of information

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support in the tourism business, namely: the low level of development of the information and communication infrastructure; lack of tourist profile databases in certain regions of the country; limited information and advertising of the tourist product on interregional, national and international markets; the imperfection of the information exchange mechanism of business entities in the field of tourism and the external environment using the Internet; low level of development of virtual tourist enterprises and centres; the lack of a state electronic system for providing subjects of tourist activity with operational information about demand, supply, prices, tariffs. The informational factor of the activity of tourism business entities and participants of regional cooperation requires the involvement of the personnel of the relevant enterprises in the use of business and educational resources, which is a rather urgent need and necessity [5].

Formulation of the goals of the article. The purpose of writing the article is to develop theoretical and methodological principles and practical recommendations regarding the use of modern information provision for the activities of tourist enterprises in the languages of modern challenges.

Presentation of the main material of the study. The Russian-Ukrainian war caused significant losses to the tourism business of Ukraine: tourism on the territory of Ukraine almost completely stopped. Before the beginning of the Russian aggression, tourism was one of the most dynamic branches of the national economy of Ukraine, which stimulated the development of related activities, and was a source of foreign exchange earnings, actively contributed to the creation of new jobs, etc. It is well known that the territory of Ukraine has all the historical, geographical, natural, socio-demographic and economic prerequisites for the development of domestic and inbound tourism.

After the beginning of the full-scale invasion of the Russian military on the territory of Ukraine there were a migration of millions of people within the state and the mass departure of Ukrainian citizens abroad was not related to the touristic purpose (7.7 million people became internal migrants – this is one in six Ukrainians), instead of the development of domestic tourism [2]. According to the State Statistics Service, the gap between the number of Ukrainians traveling abroad and foreigners, 38 who visited Ukraine, in 2021 is almost 12 million people per year (26 million Ukrainians against 14 million foreigners) [3]. Currently, there are no completely safe regions in Ukraine during the war, which directly negatively affects the tourist attractiveness of the country, which is currently close to zero. Foreign tourists do not have the opportunity and desire to visit Ukraine due to regular massive artillery shelling and rocket-bombing, significant destruction of infrastructure, given the increased danger in the light of military events in the light of military actions and the suspension of air traffic. However, according to the State Border Service, 825,000 foreigners entered Ukraine in January-February. For the next two months (March,

April) – 280,000 and during May-August – 710,000 people. The majority were citizens of Hungary, Romania, Poland, and Moldova, with more than 100,000 representatives from each of these countries. A little less came from Belarus, the USA, Turkey, Lithuania, Great Britain, Germany, Slovakia, and the Czech Republic [2]. Most of them are journalists, diplomatic workers, volunteers, public activists, relatives and friends of Ukrainians [10]. However, they also use the services of the tourist market, in particular, accommodation and food establishments.

Undoubtedly, many enterprises, including tourist ones, had to reduce staff, relocate, radically change their activities, many of them ended up under occupation, damaged or destroyed. Under such conditions, scientific research dedicated to understanding the essence of information provision for the activities of tourist enterprises and studying its features remains relevant, because the development of the tourism industry and the entities that operate in it, at the regional and national levels. Today's reality is such that full-scale hostilities on the territory of Ukraine require restructuring of the entire tourism sector.

This is evidenced by the results of research prepared by the Innovation Development Centre, the Office for Entrepreneurship and Export Development, the Diya. Business national project together with Advancer Group with the support of the Ministry of Digital Transformation, the Ministry of Economy, the Ministry of Finance, the Ministry of Community and Territorial Development, the Coalition of Business Communities for modernization of Ukraine and the USAID Program “Competitive Economy of Ukraine”. The survey period: 09.09 – 19.09.2022, 863 enterprises were surveyed by industry [7].

According to the results of the survey in Ukraine, those areas that require the greatest investment or are related to logistics were affected: construction, mechanical engineering, tourism. Thus, the largest percentage of enterprises that completely or partially stopped work reaches 84% in the field of tourism, 70% – in mass media, 58% – in construction, 50% – in mechanical engineering. Agriculture was also affected – 40% and real estate transactions – 53%. 31% of representatives of the health care sector, 25% of representatives of the light industry and 17% of representatives of the IT sector stated that there were no significant changes. The greatest growth is observed among the sectors of health care, transport and postal services, restaurant business [7].

In particular, the average Business Activity Index (UBI – Ukrainian Business Index) in autumn is 33.9 (out of 100) [7], which is insufficient. This suggests that business feels insecure and does not count on a quick recovery of the economy. Although this indicator has been increasing in recent months, that is, business forecasts are gradually becoming more positive. Companies from the following fields feel the best: transport (UBI index 44.17), marketing, consulting, design (44.67), light industry (41.85), restaurant business (40.26), but these scores are higher than the average for Ukraine. While tourism – 16.35, construction – 19.65, mechanical engineering – 18.46, real

Agriculture, forestry and fisheries	21,02	IT sector	35,07
Mining and quarrying	30,00	Telecommunications	28,10
Engineering	18,46	Financial and insurance activities	30,00
Production of food products	35,77	Real estate transactions	19,23
Light industry	41,85	Professional, scientific and technical activity	23,88
Other types of processing industry	34,47	mass media	22,86
Supply of electricity, gas, steam and air conditioning	22,92	Professional services: marketing, design, consulting	44,67
Water supply, sewage, waste management	22,08	Activities and spheres of administrative and auxiliary service	25,42
Construction	19,65	Tourism	16,32
Wholesale	34,06	Repair of motor vehicles	21,58
Retail trade of food products	38,89	Education	25,71
Retail trade of other products	34,23	Health care and provision of social assistance	39,22
Transport, warehousing, postal and courier activities	44,17	Arts, sports, entertainment and recreation	27,50
Restaurants and cafes	40,26	Provision of other types of services	26,77
Hotel business	42,50		
The maximum possible value	100	The average value for all branches of the national economy of Ukraine	33,9

Figure 1 – Business Activity Index (UBI – Ukrainian Business Index), December 2022

Source: [7]

estate operations – 19.23 show the lowest scores, as they were the most affected by the war.

As can be seen from Figure 1, the average indicator for Ukraine is 33.9 (out of 100 possible). The index has slightly increased since June 2022, but remains at a low level, which indicates business uncertainty about the rapid improvement of the economic situation, but the increase in the indicator in recent month's shows that negative business expectations are waning. To pass the test of war, the easiest way for companies is to respond flexibly to changes and anticipate risks. The key events of December 2022 on the part of the state, which contributed to strengthening the stability of entrepreneurship in the conditions of war, should be noted as follows:

– Expansion of export opportunities. The partnership program of the Export Credit Agency has been expanded through the joining of PrivatBank, which will contribute to improving access to financing for Ukrainian businesses that export products. This will make it possible to increase business lending for the execution of foreign economic contracts under insurance coverage of the ECA without additional material collateral [8].

– Financial support of business from the state. As of December 26, 2022, during the period of martial law in Ukraine, 17,359 credit agreements for a total amount of UAH 72.24 billion were concluded within the framework of the state program “Affordable loans of 5–7–9%” (including 13,089 by public sector banks credit agreements in the amount of UAH 38.39 billion). In 2023, the key role of this program will be preserved. At the same time, the Government's expenses for financing the program have

increased significantly – from UAH 3 billion provided in the State Budget for 2022 to over UAH 9 billion. This is due to the introduction of rate compensation to zero, the increase in market interest rates and the rapid growth of the loan portfolio. The lack of appropriations caused delays in making payments to banks participating in the program and became a deterrent for banks' further participation in the program. Thus, at the beginning of November 2022, the corresponding debt to banks amounted to UAH 2.6 billion, which is comparable to the amount of interest compensation for two months. Therefore, the members of the Financial Stability Council supported the expediency of improving the program in the way of making changes to the conditions of preferential lending with the participation of the Ministry of Finance, relevant ministries and the National Bank of Ukraine [8].

Banks' and borrowers' access to state credit support programs is an important driver of credit activity in the high-risk conditions of wartime. At the same time, with the emergence of new economic challenges, the design of such programs needs revision and rethinking due to the expansion of financial instruments available to borrowers and the attraction of additional resources. The adaptation of most enterprises to work in war conditions and the restoration of production make it possible to consider the possibility of optimizing the budget of the program [8] and gradually increasing the rates for anti-crisis and anti-war loans.

However, as of December 2022, only 34.8% of enterprises used state aid. The distribution by types of state aid, which were used by Ukrainian enterprises during the period of martial law, is shown in Figure 2.

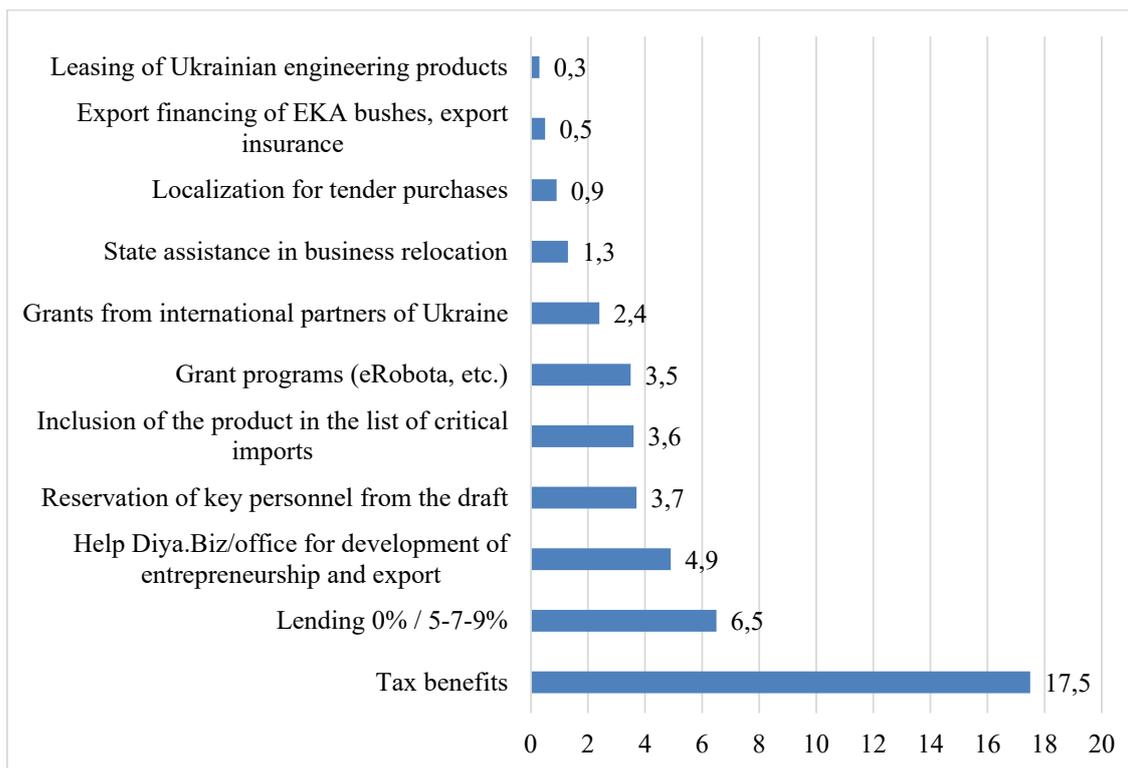


Figure 2 – Distribution of types of state aid used by Ukrainian enterprises during martial law, %, December 2022

Source: [7]

Also among the factors that most hinder the recovery and growth of business are: lack of a sufficient number of solvent customers in the domestic market (64.0%); lack of sufficient capital (51.2%); the unpredictability of the development of the situation in Ukraine and the domestic market (37.7%); unforeseen actions of the state that can worsen the state of business (34.8%); unavailability of credit funds, including the 5-7-9 program, loans 0% (33.0%); high taxes and fees (27.3%); unavailability of grant programs announced by the government (21.7%); clients are not paid on time (or not paid at all) (18.8%); obstacles from regulatory or fiscal authorities (18.0%); lack of a sufficient number of sufficient employees (17.4%); unfair competition (15.1%), etc.

Representatives of the construction industry are ready to take the largest part in the reconstruction of the country – 65% as the main activity and 24% as a new/additional activity). Respondents from the field of professional, scientific and technical activities also see their role in this process – 55% and 30%, respectively. Representatives of the restaurant business, the IT sector, and tourism are the most skeptical about their participation. Although the vast majority of representatives of various industries consider the possibility of involvement in the reconstruction of Ukraine after the war as a new direction of activity for them.

The vast majority of Ukrainian businesses do not interact with local self-government bodies to restore

entrepreneurship [7]. The most active in cooperation are the representatives of the agriculture, forestry and fishing industry – 10% of respondents regularly interact with the authorities and receive practical benefit from this. Representatives of the field of professional, technical and scientific activity also cooperate, but practical results have not yet been obtained – 25%, representatives of the food production industry – 16%. The tourist and restaurant-hotel business mostly does not know about regional business support programs.

Thus, this study indicates that despite the declaration of tourism as a priority direction of the development of the national economy, there are still many unresolved issues [4]:

- despite the existence of a large number of objects that have historical, cultural and social value, the public cannot fully enjoy their charms due to their neglect and unsatisfactory condition;
- underdeveloped infrastructure and poor condition of roads often make it impossible to get to the desired objects for familiarization;
- the unsatisfactory state of information and marketing provision of the tourism industry in the region prevents the maximum satisfaction of consumer needs.

All these problems became especially acute during the war in the country. Instead of the traditional development of domestic tourism, there was a migration of millions of people within the state, who needed exactly tourist

information (availability of places in hotels, popular excursions, restaurants, transport schedules, etc.) in the shortest possible time.

One of the main elements of information provision in the field of tourism is the network of tourist information centres, because such structures can. The specialty of tourist information centres is the majority of free services, at the same time, these organizations are the “face” of a regional or local tourist centre, forming a positive image of territories. Tourist information centres are an important element of the infrastructure, as a significant proportion of tourists are unorganized and need information. However, tourist information centres in the country are located in most of the district centres, but not in all, in addition, the activity of some of them is partial due to the lack of funding [4].

In order for tourism enterprises to be able to develop in the direction of progressive progress, they need high-quality information provision, which is most fully disclosed through the set of functions it performs [6]:

- focus on meeting the needs and preferences of potential and real consumers of tourist products, as well as their long-term wishes and aspirations;
- the development of long-term plans and strategies in the short, medium and long term;
- the involvement of production, material, scientific and technical, financial and other types of resources for the maximum satisfaction of the needs of the enterprise;
- the development and implementation of marketing plans and strategies that will meet the aspirations of the tourist entity in the market.

Any travel company must constantly monitor all the changes taking place in the market of travel services. There is a need to constantly manage to respond to each of it, because lagging behind more successful enterprises can cause consumer distrust in the company, which can lead not only to the loss of one of the customers, but also to the fall of the company’s overall image.

An important component of ensuring the effective operation of tourist enterprises is a satisfactory state of information support. A competitive information base is one of the main prerequisites for the development of tourist enterprises, since information is the most important element of the system of management and promotion of services on the market. It is no coincidence, that informational provision for tourism is given a lot of attention in countries with a developed tourism industry. There are a number of other statistical organizations, which collect and evaluate socio-economic information about the state of the tourism industry, in addition to central and regional statistical

committees engaged in statistical observations in the field of tourism [11].

In general, it should be noted that insufficient attention is paid to the practice of keeping tourist statistics, and due to the lack of official statistical data, expert assessments are used, the authenticity of which is very problematic to prove. Reliable information provision, as an integral component of the statistical analysis of the state of the tourism industry, must meet the basic requirements [6]:

- a perfect system of collecting and processing statistical information using advanced methods and modern technical equipment (modern computer systems and networks, packages of data processing application programs, data transmission devices, etc.);
- availability of a single information base in this field (information support in the form of automated data banks);
- involvement in the formation of an automated data bank of administrative data characterizing the field of tourism;
- a stable and perfect regulatory and legal framework, consistency between the levels of the hierarchy of state authorities regarding the strategy for the development of the tourism industry.

Conclusions. Summarizing the above, it can be stated that Ukraine has all the prerequisites for the intensive development of domestic and foreign tourism, but there are a number of factors that prevent the effective development of this type of activity at the current stage. An important role for the development of tourism is played by the information provision of enterprises in the tourism industry. Information provision for the activities of tourist enterprises in the conditions of modern challenges should satisfy the needs of all categories of consumers who wish to receive tourist services, and the state should support and promote the development of tourist enterprises.

For successful business, it is necessary not only to be able to provide quality services, but also to know who needs them, why, for what purposes. For this, informational research is conducted. The scope of information gathering in tourism has recently expanded, since this industry belongs to the service sector and is one of the most dynamic in the economy, therefore, for the successful development of this direction, it is necessary to strengthen the quality of information provision, which will be the key to the successful development of these enterprises. Further scientific developments will be aimed at researching the application of modern marketing technologies in the management of tourism business enterprises.

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ЗНАЧЕННЯ ІНФОРМАЦІЙНОГО ЗАБЕЗПЕЧЕННЯ ДІЯЛЬНОСТІ ТУРИСТИЧНИХ ПІДПРИЄМСТВ В УМОВАХ СУЧАСНИХ ВИКЛИКІВ

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У статті висвітлено основи та практичний інструментарій застосування інформаційного забезпечення у туристичному бізнесі в умовах сучасних викликів. Метою дослідження виступає аналіз сучасного стану інформаційного забезпечення діяльності туристичних підприємств та виявлення перспективних ключових напрямків його розвитку, а також визначення основних напрямків інформаційного забезпечення управління реалізацією державної політики розвитку туризму в умовах післявоєнного відновлення. Проаналізовано сучасний стан підприємства в Україні в умовах воєнного стану. Виявлено ключові напрямки реалізації державної політики в сфері інформаційного забезпечення туристичної діяльності та інструменти державної підтримки діяльності підприємств в умовах сучасних викликів. Визначено роль і місце інформаційного технологій у менеджменті і маркетингу туристичних підприємств. Описані основні заходи щодо створення діючої системи використання різноманітних видів інформаційних технологій у туризмі. Проведено комплексний аналіз галузевої структури національної економіки за допомогою Індексу активності бізнесу. Досліджені вектори розвитку діяльності в Україні на сучасному етапі, у тому числі і підприємств на ринку туристичних послуг. Визначено проблеми, що виникають при здійсненні діяльності у туристичному бізнесі. Запропоновано заходи активізації діяльності підприємств сфери туризму в Україні, що дозволить істотно збільшити їх соціально-економічний вплив на економіку країни. Методологічною основою дослідження є загальнотеоретичні та специфічні методи, зокрема, метод логічного узагальнення (логіко-діалектичний), метод наукової абстракції, графоаналітичний метод. Результати проведеного дослідження можуть бути корисними у практичній роботі туристичних підприємств, які прагнуть підвищити ефективність свого господарювання. Нині існує об'єктивна необхідність продовження наукових розробок у сфері інформаційного забезпечення туристичної галузі та створення нових наукових підходів та практичних моделей формування державної політики розвитку туризму.

Ключові слова: підприємництво, туристичний бізнес, інформаційне забезпечення, інструменти державної підтримки та допомоги, Індекс активності бізнесу, післявоєнне відновлення.

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